

Thimphu Thromde Media Strategic Planning and Management



This will ensure that only one authorized spokesperson shall address the media so as to avoid any confusion/contradiction.

1

Brand/ Image building

Strategic Result

Build public trust in the
Thimphu Thromde
Management

2

Create narrative

Strategic Result

Disseminate timely and accurate information
anchored on
overall narrative

Strategic themes

3

Media management

Strategic Result

Manage information in the public
domain and respond to criticism,
controversies and crises.

4

Strategic partnering

Strategic Result

Build network and
public relations

5

Media Campaign and strategy

Strategic Result

Bring about change and engage public
in new ideas

Objective:

- ✓ To provide correct information in time to the key personnel on any issues/information/crisis Management.
- ✓ To manage the media in any situations in an organized manner.
- ✓ To prevent rumors and avoid confusions.
- ✓ To maintain close liaison among the key stakeholders and foster better relationship with mainstream media and social media users
- ✓ Strengthen Information dissemination

Duties and responsibilities of Information and media officer (source: RCSC job Description);**A. Policy**

- Scour newspapers, e-newspapers and related publication for all property related news daily. Paying particular attention to articles quoting the county and different organization
- Carry out research in the field of information and media whenever instructed
- Assist in investigating the authenticity of the media materials produced and review the content
- Assist in recommending publications and documentations of approved media materials produced.
- Assist in reviewing and advising on documentary films, publication and other media material.

B. Managerial

- Assist the implementation of projects and work plan
- Assist in the writing of research papers, briefs and reports, discussion materials.
- Assist organize press conferences as and when required.
- Distribute news clippings
- Assist to process, facilitate production of audio visual programs to promote or create awareness about issues of relevancy to society
- Built and maintain a comprehensive print and audio-visual archive.

C. Administrative

- Maintains detailed documentation of all work performed, sufficient to allow independent generation of the same process and the results
- Assist issue invites to press and prepare for possible Q & As
- Assist to draft and edit response with respective divisions for response to the media
- Co-ordinate stories from various divisions and contribute news articles for different publications
- Assist in updating the content of organization's website

SOP in media handling

- a) The media focal of Thimphu Thromde (information and media officer) shall facilitate interviews with local media and assist media personnel (reporter) to get authentic information. (attached format in annexure I)
- b) No official from the agency other than the media focal of TT or unless authorized by the management shall interact with media. Action shall be taken against those who violate the standard operating procedures of Media handling.
- c) Authorized spokesperson (information and media officer) shall liaise with concern officials for addressing any media queries, Assist issue invites to press and prepare for possible Q & As, and even assist to draft and edit response with respective divisions for response to the media
- d) Any publication in the media should be specifically briefed on facts, figures and issues by the information and media officer of Thimphu Thromde.
- e) Paying particular attention to articles quoting on the agency and authenticate the reporting and report to the management on misquotation

Strategic Activities

- a) Manage Thromde website and ensure timely and professional content
- b) Update social media handles of Thimphu Thromde on regular intervals to stay connected with the people;
 - Post engaging content
 - Interaction with social media users
 - Analysis of important and relevant social media post
- c) Strengthen feedback mechanism on the services provided by Thromde
- d) Stay connected with the critics and be acquainted with issues on the ground
- e) Being accessible and professional with media (following the media handling SOP of the agency)
- f) Compile Thromde activities and achievement and publish in the website and also archive the documentation for future reference
- g) Develop and maintain records (photos/Videos/ reports etc)
- h) Publication
 - Manage all the advertisement/Publication and public service announcement of Thimphu Thromde.

- Develop pamphlet /template/brochure
- Liaised with respective division and published the key services provided by them

COMMUNICATIONS & INFORMATION SERVICE REQUEST FORM
THIMPHU THROMDE

Name of the Media Organization:

Name of the Requestor/s:

CID of Requestor/s:

Contact information of Requestor/s (Contact No and Email):

Information and Media Services required:

Purpose of the Request:

What is the issue?

Potential questions you would like to ask:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

How do you want to avail the services (in person/in writing)?

When and Where? (Date/Time & Place):

Interview time required (In Minutes):

(Please Sign Here)

FOR OFFICIAL USE

Directed to:

Name of the Official/s:

Designation:

Division/Section/Unit:

Remarks:

Directed By:

Name of the Official:

Designation:

Date and Time:

Signature

Remarks by person to whom the query was directed:

1. Will you be available on the aforementioned date/time & place? YES / NO
2. If NO, please proposed date/time & place.....
3. Any other remarks:

Signature and Contact Number

